

REP HEADLINE# 6366390
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
OCT8/12 13.51
*** WFLA-TV ***

AGY # _____ REV. NAME FULL/B OBAMA/D/PRE/US
AGY # _____ AGT. NAME GREER, MARGOLIS, MITCHELL

3050 K ST NW,

WASHINGTON, DC 20007

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6366390

CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT OBAMA ADD TO SKED EST#2002 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT8/12 13.51

REP: NEW ORDER
FTL \$55,525 @64X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 2002
AGENCY PRODUCT CODE = 101

1 .1237A-136A 30 \$200.00 10/9 10/12 4 TU-F 4

PROGRAM : LT NITE W/JIMMY FALLON
CON COM1 : LT NITE W/JIMMY FALLON

NOV 01 2012

10/9/12 (G)

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-130P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/9	10/12	4		TU-F	4
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/9	10/12	4		TU-F	4
4			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/9	10/12	2		TU-F	2
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/9	10/12	4		TU-F	4
6			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/9	10/12	2		TU-F	2
7			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/9	10/12	4		TU-F	4
8			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	10/9	10/12	3		TU-F	3
9			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	10/9	10/12	3		TU-F	3
10			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	10/9	10/12	1		TU-F	1

OCT8/12 13.51
***** WFLA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	10/9	10/12	4		TU-F	4
12			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,000.00	10/9	10/12	4		TU-F	4
13			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/9	10/12	4		TU-F	4
14			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1: RATES ARE 8/27-9/30 CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/9	10/14	4		TU-TH,SU	4
15			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	10/15	10/15	1		MON	1
16			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	10/13	10/13	1		SAT	1
17			700A-900A PROGRAM : SATURDAY TODAY CON COM1: SATURDAY TODAY	30		\$500.00	10/13	10/13	1		SAT	1
18			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	10/14	10/14	1		SUN	1
19			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1: FOOTBALL NIGHT IN AMRC	30		\$3,400.00	10/14	10/14	1		SUN	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:
20			800P-1100P	30		10000.00	10/14	10/14	1		SUN	1
PROGRAM : NFL PRESEASON:INDGP18/19/12												
CON COM1: NFL PRESEASON:INDGP18/19/12												
21			800A-900A	30		\$1,100.00	10/14	10/14	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
22			900A-1000A	30		\$300.00	10/14	10/14	1		SUN	1
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
23			1000P-1100P	30		\$3,600.00	10/10	10/10	1		WED	1
PROGRAM : CHICAGO FIRE												
CON COM1: CHICAGO FIRE												
24			430A-459A	30		\$25.00	10/15	10/15	1		MON	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
25			1237A-136A	30		\$200.00	10/15	10/15	1		MON	1
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
26			1200N-100P	30		\$200.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
27			200P-300P	30		\$250.00	10/15	10/15	1		MON	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
28			400P-500P	30		\$600.00	10/15	10/15	1		MON	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

REP HEADLINE# 6366390
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT8/12 13.51
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29			700A-900A	30		\$900.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
30			730P-800P	30		\$1,000.00	10/15	10/15	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
31			900A-1000A	30		\$550.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12 55525.00												CONTRACT TOTAL 55525.00
												TOTAL SPOTS 64

MARKET TOTALS \$252,386 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%
 SHARES ESTIMATED. WILL UPDATE.
 SVC- NCJ
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	54925	Campaign Ref:	E:063663900
Buyer:		Client/Product/Estimate:	95 /101 /2002	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est./PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama Add To Sked	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night .TWTF..	03	200	30 Comme	Nbr of Spots 1		1	200
2	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots -3		-3	-600
3	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots 4		4	1000
4	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots 2		2	900
5	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots 4		4	2400
6	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots 2		2	1800
7	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
8	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots 3		3	3600
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est./PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
9	M-F 6a News TWTF..	03	700	30 Comme	Nbr of Spots	3	3	2100
10	M-F 7p News TWTF..	03	1000	30 Comme	Nbr of Spots	1	1	1000
11	M-F 7a Today Show TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
12	M-F 730p Entertainment Tonight TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4000
13	M-F 9a Today Show II TWTF..	03	550	30 Comme	Nbr of Spots	4	4	2200
14	M-Th, Su 430a News TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	100
15	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots	1	1	3600
16	Sat 7p Entertainment TonightS	03	650	30 Comme	Nbr of Spots	1	1	650
17	Sat 7a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	500
18	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
19	Sun 7p ET / 6p CT Football Night In	03	3400	30	Nbr of Spots	1	1	3400
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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Submission Number 801 Issue 1



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PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President
Buyer: Barack Obama/ D/ President
Submission Cost: 54925
Schedule Dates: 10/08/12 to 10/21/12
Client/Product/Estimate: 95 / 101 / 2002
Weeks: 2
Contract type: Political
Associated Copies: No
Campaign Ref: E:063663900
Sales Rep: HRP Washington, DC
Order Ref: 06366390
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
19	AmericaS	03	10000	30 Comme	1		1	10000
20	Sun 815p ET / 715p CT NBC Sunday Night FootballS	01	1100	30 Comme	1		1	1100
21	Sun 8a Today ShowS	03	300	30 Comme	1		1	300
22	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme	1		1	3600
23	M-Th, Su 430a News M.....	06	25	30 Comme	1		1	25
24	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme	1		1	200
25	M-F 12p Today Show III M.....	03	200	30 Comme	1		1	200
26	M-F 2p Rachael Ray M.....	03	250	30 Comme	1		1	250
27	M-F 4p Dr Oz M.....	03	600	30 Comme	1		1	600
28	M-F 7a Today Show	03	900	30 Comme	1		1	900
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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Buyer:	Client/Product/Estimate: 95 / 101 / 2002	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06366390
Est./PO Number: 06366390	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
30	M-F 730p Entertainment Tonight	03	1000	30 Comme		1	1	1000
31	M-F 9a Today Show II	03	550	30 Comme		1	1	550
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
1	M-F 1237a ET / 1137p CT Late Night	30 Commercial	10/08/12	Open Pre Emption	600.00		0000000000	E:063663900

Grand Totals

		Month 10 Weeks: 4	
Totals		10/08	10/15
Spots	64	55	9
Cost	55525	48200	7325

Grand Totals:

Spots: 64
Gross Total: 54,925.00
Commission: 8,238.75
Net Total: 46,686.25



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP.: WFLA (Washington Dc)
SLSP: HRP Washington, OC
ADV.: Barack Obama/ O/ President
PROD: Obama Add To Sked

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063663900
WFLA
INVOICE NUMBER 0100033252
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /2002
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1237a ET / 1137p CT Late N	200.00	1	4	10/09	TU		30	.00	Preempted 200.00-
				10/09	TU		30	.00	Preempted 200.00-
				10/09	TU		30	.00	Preempted 200.00-
				10/12	FR		30	.00	Preempted 200.00-
M-F 12p Today Show III	200.00	2	4	10/09	TU	12:52P	30	200.00	
				10/10	WE	12:29P	30	200.00	
				10/11	TH	12:51P	30	200.00	
				10/12	FR	12:26P	30	200.00	
M-F 2p Rachael Ray	250.00	3	4	10/09	TU	02:55P	30	250.00	
				10/10	WE	02:59P	30	250.00	
				10/11	TH	02:27P	30	250.00	
				10/12	FR	02:48P	30	250.00	
M-F 3p Doctors	450.00	4	2	10/11	TH	03:42P	30	450.00	
				10/12	FR	03:19P	30	450.00	
M-F 4p Dr Oz	600.00	5	4	10/09	TU	04:13P	30	600.00	
				10/10	WE	04:41P	30	600.00	
				10/11	TH	04:56P	30	600.00	
				10/12	FR	04:12P	30	600.00	
M-F 5p News	900.00	6	2	10/11	TH	05:23P	30	900.00	
				10/12	FR	05:22P	30	900.00	
M-F 530p News	900.00	7	4	10/09	TU	05:57P	30	900.00	
*** Continued ***									

PERIOD COST	55,525.00	60 Total Units	ACTUAL GROSS BILLING	54,725.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	8,208.75	TOTAL RECONCILING	Credits	800.00-
			NET DUE	46,516.25			800.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Barack Obama/ O/ President
PRODUCT Obama Add To Sked

INVOICE NUMBER 0100033252
BROADCAST MONTH 10/01/2012 - 10/28/
AMOUNT DUE 46,516.25

REMIT TO:

*00195

000038634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000038634 00000100033252 004651625 4

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ O/ President
PROD: Obama Add To Sked

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
E:063663900
WFLA
INVOICE NUMBER 0100033252
PAGE 2
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /2002
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	1200.00	8 3	10/10	WE	05:40P	30	DFA12P143	900.00
			10/11	TH	05:38P	30	DFA12A125	900.00
			10/12	FR	05:53P	30	DFA12P143	900.00
					*WFLA		:30 Commercial	
M-F 6a News	700.00	9 3	10/09	TU	06:09P	30	DFA12A138	1200.00
			10/11	TH	06:10P	30	DFA12A125	1200.00
			10/12	FR	06:28P	30	DFA12P143	1200.00
					*WFLA		:30 Commercial	
M-F 7p News	1000.00	10 1	10/09	TU	06:53A	30	DFA12A138	700.00
			10/11	TH	06:52A	30	DFA12A125	700.00
			10/12	FR	06:43A	30	DFA12P143	700.00
					*WFLA		:30 Commercial	
M-F 7a Today Show	900.00	11 4	10/11	TH	07:25P	30	DFA12A125	1000.00
					*WFLA		:30 Commercial	
			10/09	TU	08:37A	30	DFA12Z141	900.00
			10/10	WE	08:36A	30	DFA12A125	900.00
			10/11	TH	08:29A	30	DFA12P143	900.00
			10/12	FR	08:26A	30	DFA12A125	900.00
M-F 730p Entertainment Tonight	1000.00	12 4			*WFLA		:30 Commercial	
			10/09	TU	07:56P	30	DFA12Z141	1000.00
			10/10	WE	07:56P	30	DFA12P143	1000.00
			10/11	TH	07:56P	30	DFA12A125	1000.00
			10/12	FR	07:46P	30	DFA12P143	1000.00
M-F 9a Today Show II	550.00	13 4			*WFLA		:30 Commercial	
			10/09	TU	09:57A	30	DFA12A138	550.00
			10/10	WE	09:57A	30	DFA12P143	550.00
			10/11	TH	09:59A	30	DFA12A125	550.00
			10/12	FR	09:27A	30	DFA12A125	550.00
M-Th, Su 430a News	25.00	14 4			*WFLA		:30 Commercial	
			10/09	TU	04:58A	30	DFA12A138	25.00
			10/10	WE	04:58A	30	DFA12A125	25.00
			10/11	TH	04:58A	30	DFA12A125	25.00
			10/14	SU	04:57A	30	DFA12A125	25.00
Mon 10p ET / 9p CT Revolution	3600.00	15 1			*WFLA		:30 Commercial	
			10/15	MO	10:59P	30	DFA12A125	3600.00
Sat 7p Entertainment Tonight	650.00	16 1			*WFLA		:30 Commercial	
			10/13	SA	07:55P	30	DFA12A125	650.00
Sat 7a Today Show	500.00	17 1			*WFLA		:30 Commercial	
			10/13	SA	08:49A	30	DFA12P143	500.00
Sun 6p News	750.00	18 1			*WFLA		:30 Commercial	
			10/14	SU	06:28P	30	DFA12P143	750.00
Sun 7p ET / 6p CT Football Nig	3400.00	19 1			*WFLA		:30 Commercial	
			10/14	SU	07:15P	30	DFA12A125	3400.00
Sun 815p ET / 715p CT NBC Sund	10000.00	20 1			*WFLA		:30 Commercial	
			10/14	SU	08:21P	30	DFA12A125	10000.00
Sun 8a Today Show	1100.00	21 1			*WFLA		:30 Commercial	
			10/14	SU	08:46A	30	DFA12A125	1100.00

*** Continued ***

PERIOD COST	55,525.00	60 Total Units			
		ACTUAL GROSS BILLING	54,725.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	8,208.75	TOTAL RECONCILING	Credits 800.00-
		NET DUE	46,516.25		800.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

38634
Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
WASHINGTON DC 20007

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Barack Obama/ O/ President
PROD: Obama Add To Sked

2012
INVOICE DATE 10/28/12 E:063663900
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033252
PAGE 3
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/08/12-10/21/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: 95 /101 /2002
Oesc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR-PRODUCT DESCRIPTION	PRICE
Sun 9a News			*WFLA	:30 Commercial	
300.00	22	1	10/14 SU 09:48A	OFA12A125	300.00
Wed 10p ET / 9p CT Chicago Fire			*WFLA	:30 Commercial	
3600.00	23	1	10/10 WE 10:28P	OFA12P143	3600.00
M-Th, Su 430a News			*WFLA	:30 Commercial	
25.00	24	1	10/15 MO 04:42A	OFA12A125	25.00
M-F 1237a ET / 1137p CT Late N			*WFLA	:30 Commercial	
200.00	25	1	10/15 MO 01:19A	OFA12P143	200.00
M-F 12p Today Show III			*WFLA	:30 Commercial	
200.00	26	1	10/15 MO 12:50P	OFA12A125	200.00
M-F 2p Rachael Ray			*WFLA	:30 Commercial	
250.00	27	1	10/15 MO 02:32P	OFA12A125	250.00
M-F 4p Dr Oz			*WFLA	:30 Commercial	
600.00	28	1	10/15 MO 04:28P	OFA12A125	600.00
M-F 7a Today Show			*WFLA	:30 Commercial	
900.00	29	1	10/15 MO 08:58A	OFA12A125	900.00
M-F 730p Entertainment Tonight			*WFLA	:30 Commercial	
1000.00	30	1	10/15 MO 07:39P	OFA12P143	1000.00
M-F 9a Today Show II			*WFLA	:30 Commercial	
550.00	31	1	10/15 MO 09:56A	OFA12A125	550.00
Total Airtime Gross Spot Revenue:					54,725.00

PERIOD COST 55,525.00

60 Total Units
ACTUAL GROSS BILLING 54,725.00
AGENCY COMMISSION 8,208.75
NET DUE 46,516.25

Debits .00
Credits 800.00-
TOTAL RECONCILING 800.00CR

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